

Explore Global Markets

*with export marketing assistance
from Connecticut's
Export Professionals*

GROWTH

PROFITS

CONTACTS

LANGUAGES

CULTURAL
KNOW-HOW

Increased Profits

Competitive Edge

Opportunities for Growth

Exporting is good for business. Just ask the hundreds of Connecticut companies already marketing their products overseas.

And, with communication and distribution systems improving every day, international trade is sure to offer progressively greater business opportunities for years to come.

Explore how exporting can benefit your company with expert assistance from Connecticut's export professionals – the Industry Cluster and International Division of the Department of Economic and Community Development (DECD).

We offer:

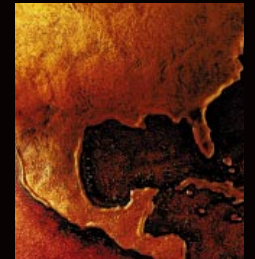
- Practical, results-oriented services to help your company successfully enter overseas markets
- An experienced staff with the contacts, the language abilities and the cultural know-how critical to successful export initiatives
- A custom-tailored approach that matches services with your company's unique characteristics
- Business expertise to help you integrate exporting into your overall strategic plan
- An in-depth understanding of the Connecticut business community
- Free or competitively priced services

DECD's representatives have helped Connecticut companies of all sizes enter key markets around the world. Chances are we can help you, too.

Check out our offerings inside. Then contact us for more information and a complimentary consultation.

**What can we
do for you?**

**Contact DECD's
Industry Cluster and
International Division
today.**



*The Industry Cluster and International Division of
Connecticut Department of Economic
and Community Development*

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World Markets Are At Your Fingertips With Export Assistance From Our International Trade Specialists

Here's a sampling of export marketing services we offer Connecticut companies:

Export Counseling

We take time to learn about your business, your products and your goals. Then we work with you to assess your export potential, target appropriate world markets and develop an export plan that complements your business strategy. We'll direct you to reliable experts on financing, insurance, shipping and more. We'll even help you find the overseas sales representative who's right for you.

Export Seminars

Make valuable contacts and get up-to-the-minute information on key export topics at seminars DECD co-sponsors year-round across the state.

International Representatives

DECD's in-country trade representatives in emerging markets can provide information on marketability, pricing, distribution, sales representatives and more. Representatives are currently at work in sub-Saharan Africa, Argentina, Brazil, China, Israel and Mexico.

International Trade Advisor

A unique interactive software program lets new-to-export companies obtain a report on their export readiness and market potential, without the expense of a private consultant.

Access International

One call to this toll-free number (800-392-2122) connects you with the state's most comprehensive database of public- and private-sector service providers and export resources.

Trade Shows

We'll help you make the most of international trade show opportunities. We target the best events each year, recruit Connecticut companies, and provide the marketing and logistical assistance necessary for a successful exhibition.

Trade Missions

We custom-tailor overseas trade missions to match Connecticut companies with the right foreign business contacts. Plus, we provide participating companies with a broad range of services so they can make key foreign business contacts, take part in in-country market briefings and learn about overseas opportunities firsthand.

International Trade Data

Looking for up-to-the-minute market research, industry analyses, export statistics or other export information? We can deliver it quickly from our extensive data sources.

Activating Export Clusters

To support DECD's industry cluster initiative, international trade specialists are working with companies in the commercial electronics, telecommunications and plastics industries to form export clusters. These pilot programs are organizing small clusters of complementary companies to pool their resources, add value to their products, and help them find markets overseas.

Here's what Connecticut companies are saying about DECD's International Services:

"DECD's International professionals are skilled at targeting foreign markets and giving companies the opportunity to learn about and participate in markets they might otherwise miss.... We've enjoyed steadily growing export business in all markets we've contacted."

James J. Scott, President
Locknetics Security Engineering,
Forestville, Connecticut

"Excellent, professional service ... They helped us find the high-caliber representation we needed to grow our sales in Mexico."

Richard Golebiewski, Director, Sales
and Marketing
Medical Products Group
Dymax Corporation, Torrington, Connecticut

"They tapped us into more international resources than we ever would have found on our own. And our results have been excellent."

Colin Stauffer, Director of Marketing
Nature Plus, Inc., Stratford, Connecticut

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- In 1998, International Trade Specialists fielded over 2400 commercial inquiries
 - DECD's Mexican Office directly assisted 65 Connecticut companies in 1998
 - Within 6 months of establishing a trade representative in China, DECD fielded more than 88 inquiries and assisted 29 companies, 14 of which closed deals

Contact our international trade specialists for more information and a complimentary consultation:

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and Community Development
Industry Cluster and International Division
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What can we do for you? Contact DECD's Industry Cluster and International Division today.